



MEMO

To: Trust in the Mission PAC Donors

From: Rob Collins, Co-Chair

Re: **Animis Opibusque Parati**

The Fall Republican primary is stuck. Donald Trump leads a cluster of statistically tied contenders by a wide margin. Vote share of non-Trump candidates trades up and down, but no campaign has achieved break away velocity. The fundamentals of this race remain unchanged: President Donald Trump occupies a lane to himself.

Presidents don't copy others. They have the confidence to be themselves. For a generation, Democrats offered JFK clones, Republicans tried to copy Reagan, and now we have a stage full of people doing their best Donald Trump impressions. But copycats never win.

Tim Scott offers our country something different – a way forward. Tim is a strong conservative with his own style who can bring our party and our country back together again. I don't need to tell you what you see every day on the news. This is a crucial moment for the world. The leadership we send to the Oval Office next year will be decisive in shaping the future of our country.

Earlier this year, the anyone-but-Trump experts told the Party that Gov. DeSantis was going to defeat Trump, and good Republicans should clear the field. We ignored them and launched the most upbeat, inspirational, and conservative effort this primary electorate has seen in a decade.

Now those same experts are calling for the field to be cleared for Gov. Haley. We also reject this advice. Campaigns have seen the polling. They have spoken to the grassroots. No serious person thinks a moderate will win this primary no matter how many elite insiders champion their candidacies.

President Trump has played to his strengths, effectively defined Gov. DeSantis, and now he will define Gov. Haley. Both campaigns argue they are a "Trump but fill-in-the-blank" alternative for primary voters. Trump will negatively define them based on this flawed logic. They are national figures because of Trump. This authenticity gap in their presidential narrative will be exploited.

Trump knows this, they know this and that is why DeSantis and Haley have only traded vote share.

Tim Scott is the only candidate running a different campaign. Instead of being yet another Trump facsimile, the Scott campaign has spoken about creating opportunity, defeating the liberal narrative, and proposed the most substantive conservative policy program of the race. Until the experts recognize Tim is the only candidate that can capture the nomination and defeat President Joe Biden, there will be a very expensive and loud next few months – full of sound and fury and signifying nothing.

So, we are doing what would be obvious in the business world but will mystify politicians – we aren't going to waste our money when the electorate isn't focused or ready for a Trump alternative. We have done the research. We have studied the focus groups. We have been following Tim on the trail. This electorate is locked up and money spent on mass media isn't going to change minds until we get a lot closer to voting.

Starting today, we are going to release all of our Fall media inventory. We will continue to fully fund our grassroots door knocking, conduit fundraising, event hosting, and earned media efforts. This summer we built up Tim's name identification, likeability, and brand. In July, we laid down a Fall media reservation as a second phase to be prepared for the possibility of a coalesced field and the resulting protracted head-to-head election. The field remains splintered, so we will be patient.

Thankfully we have engaged, innovative and thoughtful investors in TIM PAC who have counseled us to 'follow the data, not the media.'

Some will challenge our theory of the election, but we would ask these critics to produce any evidence that shows any candidate, at this time, at any spending level, breaking through. Win It Back admitted what all the anti-Trump campaigns are learning: after spending \$6M to run 40 anti-Trump television ads, they concluded that "all attempts to undermine his conservative credentials on specific issues were ineffective." We look forward to the Never-Trump field wasting millions this Fall trying to disprove this.

We continue to build for the moments that matter. Facts drive this decision:

- Tim Scott is the most likable Republican in America.
- As with Reagan and Obama, long-term favorability overcomes short-term name identification. You can't manufacture the first and debates and earned media will fix the latter.
- Tim is in true ideological alignment with the primary electorate.
- Tim's story is the American story, built day by day, brick by brick, without any other politician propping it up.

Once the voters truly engage and are ready for a new conservative direction – we will be ready to engage in broadcast media to help Tim earn our party's nomination.

To Tim, the campaign, and our supporters, we will borrow from the Great Seal of the State of South Carolina and conclude with 'Animis Opibusque Parati.'

We are prepared in mind and resources.

God Bless,

A handwritten signature in black ink, appearing to be 'P. Lee' or similar, written in a cursive style.

How We Got to This Decision

Tim started this race as the most-liked candidate in the field. Our task in the early phase has been two-fold: introduce him to Republican primary voters while retaining that favorability and do so early enough that he qualifies for the RNC debates. We have succeeded. Tim Scott remains the most favorably viewed candidate in the eyes of primary voters, even as the share of them with an opinion of Tim Scott has roughly doubled. Based on his donor numbers and the RNC's published polling criteria, he will qualify for the remaining debates.

Having met our early objectives, we are moving into a second phase. Over the summer, we used our considerable resources to get a continuous run of fall airtime at a fraction of the cost our competitors are paying now. We did that to prepare for one possible eventuality: a clearing primary field, leading to a protracted Scott-Trump head-to-head battle. But the field has not cleared. Therefore, consistent with our planning for this scenario, we do not believe that this approach meets our strategic needs.

At least two thirds of Iowa caucus-goers will make their decision in the six weeks before Caucus Day. Spending heavily on television from now until then would be a waste of money. We are going to pivot towards greater direct-engagement in-state, such as hosting more grassroots TIM PAC events – including events featuring Tim Scott as our special guest – and expanding our already-considerable field program.

Our opponents will rush in to buy up this newly-available inventory at full freight and continue to squander their money attacking one another – alienating voters along the way. That will only grow the already considerable favorability gap between Tim Scott and his competitors. At caucus-time, Iowans will look at a series of indistinguishable, battered candidates who have exhausted their campaigns in a deluge of negativity. Tim Scott will shine by contrast.

Tim Scott is the best fit for the Iowa electorate – no amount of wishful thinking from others will change that. In a news environment dominated by two wars and a chaotic scrum over the Speakership, TV money will simply be wasted. Voters are tuning out a political race where no one will caucus for more than three months. When they do plug in, Republican voters simply will not accept a Trump alternative hoisted upon them by the same pundits and insiders who tried – unsuccessfully – to thwart a Trump nomination in 2016.

We believe that shifting from a media-centric to a grassroots-focused approach is the best use of our money. This enables us to leverage our greatest asset, Tim Scott himself. Offering Tim Scott the chance to interact with as many voters as possible as a guest at TIM PAC events across the Hawkeye State will help his campaign build standing with caucus-goers. These events will also help TIM PAC and further expand our army of grassroots activists.

Ultimately, this will preserve Tim's high consideration score, familiarize him with a demanding and informed electorate, and leave Tim better positioned than other candidates to win a race that is already turning severely negative.

LATE MOVEMENT

Early State Timeline

- Early state voters historically move late, meaning smart campaigns preserve resources until voters are tuned in.
- On this date in 2015, Ben Carson and Carly Fiorina were 2nd and 3rd in the Real Clear Politics polling average of Iowa, ahead of eventual caucus winner Ted Cruz. Neither of those two finished in the top 3 in any early state.
- Similarly in New Hampshire, John Kasich and Ted Cruz – the eventual 2nd and 3rd place finishers – sat in 6th and 7th respectively in the RCP average.
- Iowa and New Hampshire will set the stage for Tim’s home state of South Carolina, where he will perform extremely well after strong performances in the aforementioned states.
- Bottom line: performances in Iowa and New Hampshire matter more than national narratives. Some candidates are wasting their money simply to appeal to certain insiders who wish to play kingmaker and to win media narratives early in the race.

BUILT FOR JANUARY & BEYOND

Tim Scott Possesses the Best Image

- It’s hard to find any Republican who is more likable by any metric than Donald Trump – but Tim Scott is. This is a stone-cold fact that has been consistent across every early state for months.
- A recent poll of New Hampshire primary voters found **Tim with the highest favorability rating**, at 69%. In fact, Tim lapped the field – his “net favorability” rating (favorable minus unfavorable percentage) was an astonishing +51. The second highest was just +37.
- The story is similar in Iowa, where **Tim regularly has the highest “consideration” scores** (people who are considering voting for him) in surveys. Even an internal poll released by another campaign found that Tim had the best net favorable rating (+56) of any candidate.

The Hard-Dollar Advantage

- Most campaigns are running on fumes, but not Tim Scott’s campaign.
- The campaign reported more than \$12 million in cash on hand, with a disproportionate share comprised of primary dollars.
- Those advantages, coupled with the work being done by TIM PAC in a supporting role, enable Tim to go the distance.

We are hard at work making sure that future is a bright one. It begins by shutting out the noise and remaining laser focused on Tim Scott's success in the early states.

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